

# Irish Life MAPS®

50,000  
PEOPLE

HAVE ALREADY TRUSTED IRISH LIFE MAPS WITH  
*over* **€3 billion**

## Irish Life MAPS® in Numbers



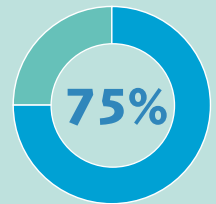
Ireland's most popular  
retail multi-asset  
portfolio funds

*In the last year alone...*

**15,000**  
PEOPLE INVESTED

**€1 BILLION**  
MORE IN MAPS  
FUNDS MANAGED

*That's*  
**€20 MILLION**  
A WEEK ON AVERAGE



OF INVESTMENTS IN  
Irish Life MAPS®  
3 AND 4

## Profile of Irish Life MAPS Customers

AVERAGE AGE  
OF INVESTOR



**38%**  
OF INVESTORS  
UNDER 50

MEN/WOMEN  
SPLIT



**58%** **42%**

**1 IN 6**  
MAPS CUSTOMERS



HAVE BOTH A  
PENSION AND AN  
INVESTMENT PLAN



**Irish Life**

*To find out more* about Irish Life MAPS®  
contact your Financial Broker or Adviser.